

## New Cycling Race in Canada

**February 2008** - Canadian cycling has a new event in Canada with the creation of the **2008 Tour de Québec**, a 400 km international race planned in four stages and a prologue in the **Quebec City** region.

Scheduled for September 4 to 7, the race will bring together the best Canadian cyclists and several international teams. The event will be held in conjunction with **Quebec City's** 400th anniversary celebrations. The race could benefit from an enthusiastic crowd of avid sports fans, if the fervour of the recent **Red Bull Crashed Ice** is any proof.

Aware of the crucial role that corporate sponsors play in a cycling event, organizer **Jean-Michel Lachance** and his team have put together accessible and attractive sponsorship packages. Several properties are being proposed, including title sponsorship of the race, sponsorship of one stage or association with a team.

On his side, the **Tour de PEI** organising committee is gearing up for the return of the second edition of the race. Presented by **Scotiabank**, this international event is scheduled for June 08-12, 2008 through five stages rolling countryside of Prince Edward Island. About 100 elite women cyclists are expected to compete in Tour 2008, in anticipating of the **Beijing 2008 Olympic Games**.

Part of the proceeds of the event will be used to support the **Prince County** and **Queen Elizabeth Hospital Foundations**. Last year, \$18,000 have been collected through amateur events, promotions and sponsorship.

